



Meet Adam Aghion **Director of Channel Sales & Alliances** **at FourV**

FourV's website wasn't attracting any new leads for their product, GreySpark, a cyber security business intelligence platform. They didn't have the strategy or the conversion architecture they needed, and their team didn't have the time or expertise to achieve their goals -- to increase their pool of sales-ready leads, revamp their messaging strategy, and expand brand awareness.

Then, FourV called IMPACT. We worked with their team to develop a robust lead generation strategy that included aggressive short-, mid-, and long-term goals, as well as a set of staggered strategic activities to achieve them.

Within their first 90 days, FourV saw a 450% increase in leads and had seven qualified sales leads in their pipeline.

Within Their First 90 Days, Four V Saw a:

+ 450%

increase in leads

7

sales qualified leads in pipeline

“IMPACT takes the time to ask the right questions and it’s evident that they really listen to our answers. The quality of their work is truly top notch.”

And we love working with you, Adam!